

Although the invention has been described in connection with a preferred embodiment thereof, those skilled in the art will appreciate that numerous adaptations and modifications may be made thereto without departing from the scope of the invention, as set forth in the appended claims.

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Claims 1-12, amended and submitted on March 23, 2001

# CLAIMS

1. A method for sending promotional messages in a cable TV network to target groups equipped with a monitor connected to or equipped with a so called set top box, comprising:

- inputting a promotional message;
- selecting a target group;
- attaching information, including the set top box address, to said promotional message;
- sending said promotional message through the network based on said attached information;
- allocating a portion of said display for said promotional message; and
- outputting said promotional message in the allocated portion of said display at the selected target group.

2. The method of claim 1, further comprising the steps of

- definition of a number of time slots;
- allocating said promotional message to a time slot; and
- including said timeslot in said information.

3. The method of any previous claim, further comprising the steps of

- identifying non-targeted groups;
- selecting a background promotional message for said non-targeted groups.

4. The method of any previous claim, further comprising the steps of

- providing interaction means at said display associated with said promotional message;

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- registering any user interaction with said interaction means.

5. The method of any previous claim, further comprising the steps of

- selecting a target group;
- outputting a first promotional message to a first subgroup of said target group;
- outputting a second promotional message to a second subgroup of said target group;
- collecting consumer responses from said first and second subgroups.

6. The method of any previous claim, further comprising the steps of

- selecting said target group based upon non-volatile and volatile data.

7. A system for sending promotional messages in a cable TV network to target groups equipped with a monitor (7) connected to or equipped with a so called set top box (6), characterised by

- means (1) for inputting a promotional message;
- means (1) for selecting a target group;
- means (1) for attaching information, including the set top box (6) address, to said promotional message;
- means (2,3,4) for sending said promotional message through the network based on said attached information;
- means (1) for allocating a portion of said display (7) for said promotional message; and
- means (6) for outputting said promotional message in the allocated portion of said display at the selected target group.

8. The system of claim 7 further characterised by

- means (1) for defining a number of time slots;